

V I R G I N I A
MAIN

VIRGINIA DEPARTMENT
OF HOUSING AND
COMMUNITY DEVELOPMENT

Street

What is BEE?

The **Building Entrepreneurial Economies (BEE)** grant program encourages community-based entrepreneurship in distressed communities & populations throughout Virginia.

What is BEE?

- **Specific targets:**
 - Small businesses with limited experience/expertise that require special support
 - Place-based businesses that are tied to local or regional economic development efforts
 - Economically distressed areas with limited business development

Areas of Focus

1. Entrepreneurial Strategy

- Focuses on developing a strategy for a community that does not currently have one

2. Underserved Populations

- Education and capital resources to underserved populations

3. Entrepreneur Preparation

- Education, credit & asset building, mentorship networks, apprenticeship programs
-

Types of Grants Available

Planning Grants

Research innovative means of providing business services, and identify resource gaps or develop entrepreneurial strategies.

- Up to \$15,000
 - Up to 6 months to complete planning
 - Outcome : business development strategies that can be implemented to increase small business start-up and expansion/ job creation in distressed communities and populations
 - No match requirement
-

Types of Grants Available

Implementation Grants

Projects that are based on identified market demand, resource gaps, and local/regional asset-based economic development strategies

- Up to \$40,000 awards
 - Up to 12 months to achieve all proposed outcomes
 - Outcome: small business start-up or expansion and/or job creation
 - 1:4 match required
-

FY 19 Grant Process

- **Applications open in CAMS on Jan. 1, 2018**
 - **How to Apply Workshops - January 2018**
 - **Applications due March 2018**
 - **Announcements May/June 2018**
 - **Funding July 2018**
-

BEE Grant Recipient

Staunton Creative Community Fund

Nick Walge, Business Support Coordinator

Invest Local Program



STAUNTON CREATIVE COMMUNITY FUND

Nick Walge, Business Support Coordinator
nick@stauntonfund.org

Invest Local



**STAUNTON CREATIVE
COMMUNITY FUND**



**HOW DO YOU KEEP MONEY
IN YOUR COMMUNITY?**

A photograph of a man with glasses and a brown jacket smiling and talking to two older people, a man and a woman, in front of a stone wall. The man is holding a small purple cup. The text is overlaid on the image in white, bold, sans-serif font.

**"I RECENTLY LENT \$5000 TO A FRIEND TO
BUY A KEY PIECE OF EQUIPMENT TO HELP
HIM GROW HIS SMALL FARM BUSINESS. HE
HAS BEEN INSTRUMENTAL IN
ENCOURAGING AND HELPING ME WITH MY
OWN MARKET GARDEN."**

Norm Shafer



INVEST LOCAL MEET & GREET

JULY 20TH, 6PM @ THE STAUNTON MAKERSPACE

BEE Grant Recipient

BizWorks Enterprise Center

Thaddeus Huff, Executive Director

Start Smart Program

Lessons from Start Smart BEE Grant



THADDEUS N. HUFF – JULY 11, 2017

BIZWORKS

What is BizWorks?

Mixed-use incubator

Served over 100 businesses since 2001

68% of those businesses still operating

Motto: Take the uncertainty out of entrepreneurship

BizWorks Business Builder – (B3)

BIZWORKS



Start Smart Program Design



3 Core Components

- Business Model Generation/Canvass
- Business Plan Framework
- Pitch Deck Competition

9 - 2 ½ Hour seminars with Food Time!

Free Workbook

BIZWORKS

START SMART RESULTS

26 enrolled

23 completed course
(with makeups)

14 Pitched

5 Became Members



BIZWORKS

So What?

How do you track true outcomes of courses such as these?

Traditional outcomes, are they tracking the right thing?

How will focusing on an affinity group or even LMI individuals change the outcome matrix?

BIZWORKS



Our Big Research Questions

How do you deal with different stages of business owners?

How long does an educational course need to be?

What are the outcomes topics covered/mastered needed?

How do you track those outcomes over time?

Is a cohort model proven to be more effective?
If so, why?



BIZWORKS

That's My Story & I'm Stickin' To It

Contact BizWorks

2545 Bellwood Road
Richmond VA 23237

www.bizworkscenter.org

804-275-5190

BIZWORKS



BEE Grant Recipient

Page County Public Schools

Stephen Johnson, Luray High School

**Youth Entrepreneurship Program
(YEP)**



- YEP – the Page County Young Entrepreneur Program is an exciting new initiative to **educate**, **inspire**, and **assist** young entrepreneurs with the tools and skills necessary to **turn passions into profits!**
- YEP is open to Page County residents between the ages of 16-25.
- YEP is a partnership between Hawksbill Trading Company, The Small Business Development Center, Page County Public Schools, Lord Fairfax Community College, Members of the local business community





BEE Grant Recipient

Northern Virginia Family Service

Julie Mullen, Director of Workforce Development

Escala Lending Circles Program

INTRODUCTION



LendingCircles

A partnership between



Julie Mullen

Director Workforce
Development, NVFS
(571) 748 2628 |
jmullen@nvfs.org

Made Possible By:



NVFS, Escala

- What we do
- Who we serve
- Identifying an opportunity
- Why Mission Asset Fund's Lending Circles



WHAT ARE INFORMAL LENDING CIRCLES



It's a
global
practice

People
come
together

To lend
and borrow
money to
each other



LendingCircles

LENDING CIRCLES



JANUARY



\$ 1,000

FEBRUARY



\$ 1,000

MARCH



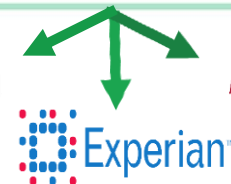
\$ 1,000

APRIL



\$ 1,000

TransUnion



EQUIFAX



LendingCircles

BENEFITS TO CLIENTS



Access a 0% interest social loan



Establish and build credit



Increase financial knowledge and empowerment



Meet new people, and save together



BEE Grant Recipient

Virginia Western Community College

Samantha Steidle, Innovation Officer

RAMP Accelerator Program

RAM

THE ROANOKE-BLACKSBURG ACCELERATOR

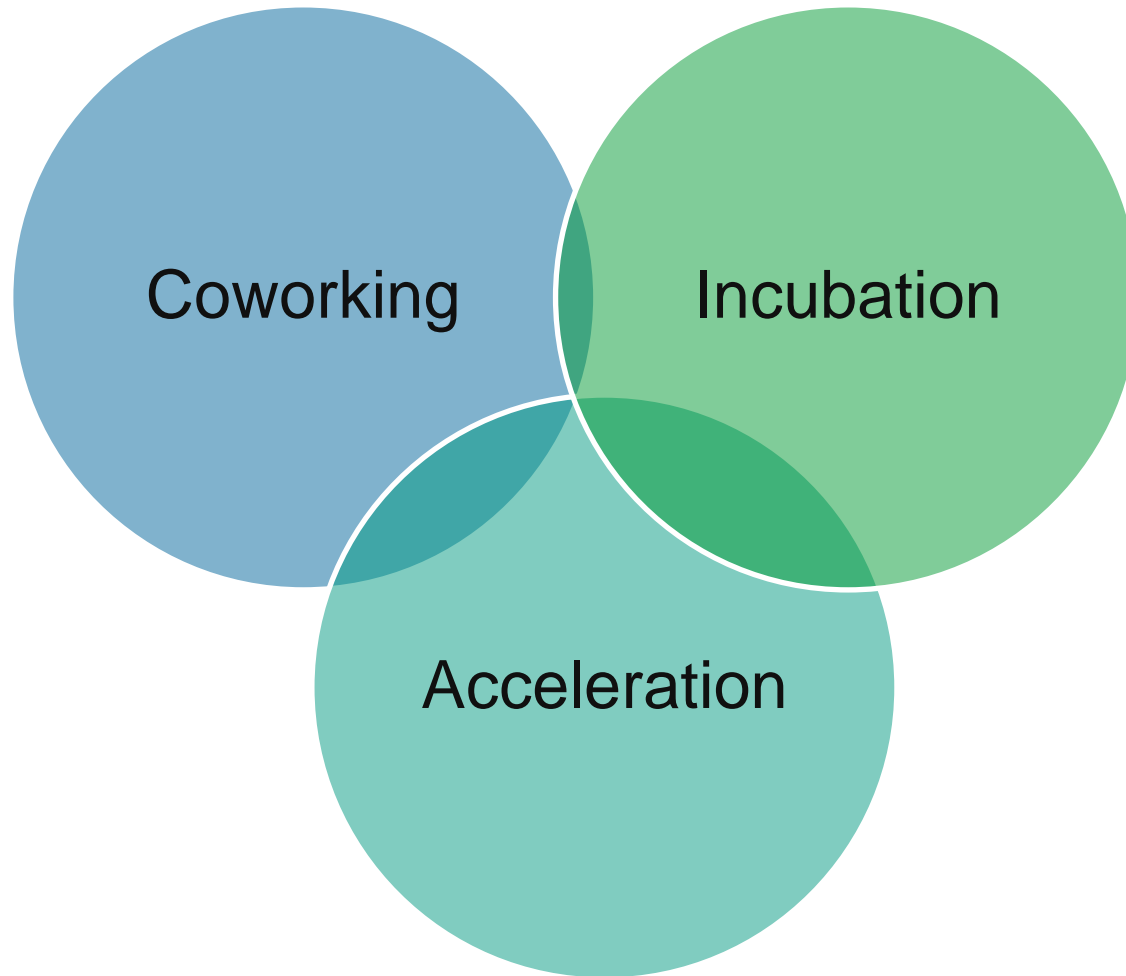
FOUNDING PARTNERS

**VIRGINIA
WESTERN**



A partnership between Virginia Western Community College, Roanoke City, and the Roanoke-Blacksburg Technology Council.

Common Entrepreneurial Spaces: The Difference



RAMP's Goal

“Our goal is to propel high-potential startups to excel and create STEM-H jobs within the Roanoke-Blacksburg region through offering education, mentorship and access to capital.”

Six Startups



Leadership



The Building



Marketing

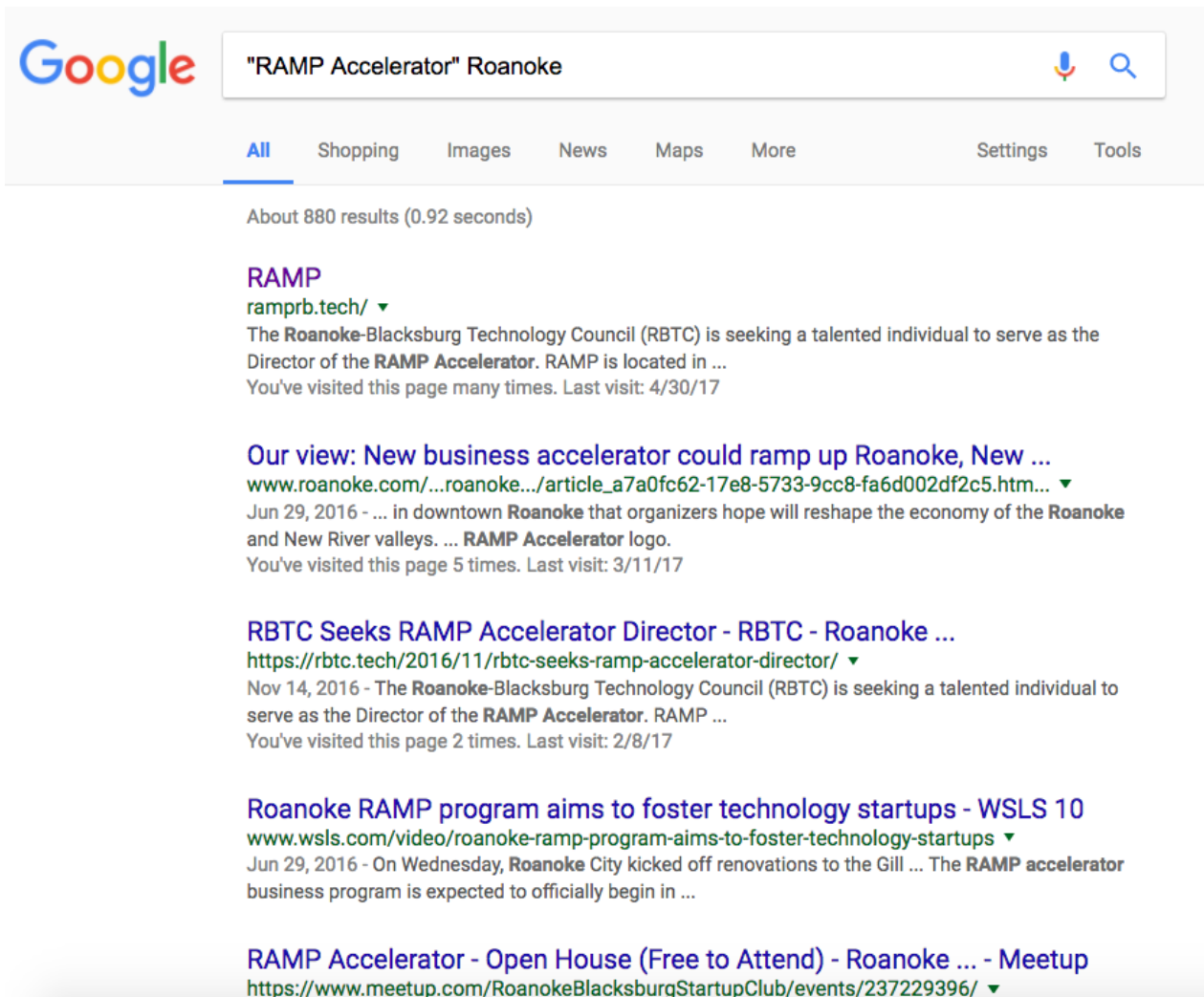
New Virginia Economy with Mike Hamlar Interview with Samantha Steidle of RAMP



Inbound Marketing



Inbound Marketing – Results



The image is a screenshot of a Google search results page. At the top left is the Google logo. The search bar contains the text "RAMP Accelerator" Roanoke. To the right of the search bar are icons for voice search and image search. Below the search bar are tabs for "All", "Shopping", "Images", "News", "Maps", "More", "Settings", and "Tools". The "All" tab is selected. Below the tabs, it says "About 880 results (0.92 seconds)". The first result is titled "RAMP" with a link to "ramprb.tech/". The snippet says: "The Roanoke-Blacksburg Technology Council (RBTC) is seeking a talented individual to serve as the Director of the RAMP Accelerator. RAMP is located in ... You've visited this page many times. Last visit: 4/30/17". The second result is titled "Our view: New business accelerator could ramp up Roanoke, New ..." with a link to "www.roanoke.com/...roanoke.../article_a7a0fc62-17e8-5733-9cc8-fa6d002df2c5.htm...". The snippet says: "Jun 29, 2016 - ... in downtown Roanoke that organizers hope will reshape the economy of the Roanoke and New River valleys. ... RAMP Accelerator logo. You've visited this page 5 times. Last visit: 3/11/17". The third result is titled "RBTC Seeks RAMP Accelerator Director - RBTC - Roanoke ..." with a link to "https://rbtc.tech/2016/11/rbtc-seeks-ramp-accelerator-director/". The snippet says: "Nov 14, 2016 - The Roanoke-Blacksburg Technology Council (RBTC) is seeking a talented individual to serve as the Director of the RAMP Accelerator. RAMP ... You've visited this page 2 times. Last visit: 2/8/17". The fourth result is titled "Roanoke RAMP program aims to foster technology startups - WSLs 10" with a link to "www.wsls.com/video/roanoke-ramp-program-aims-to-foster-technology-startups". The snippet says: "Jun 29, 2016 - On Wednesday, Roanoke City kicked off renovations to the Gill ... The RAMP accelerator business program is expected to officially begin in ...". The fifth result is titled "RAMP Accelerator - Open House (Free to Attend) - Roanoke ... - Meetup" with a link to "https://www.meetup.com/RoanokeBlacksburgStartupClub/events/237229396/".

Google

"RAMP Accelerator" Roanoke

All Shopping Images News Maps More Settings Tools

About 880 results (0.92 seconds)

RAMP
ramprb.tech/ ▼
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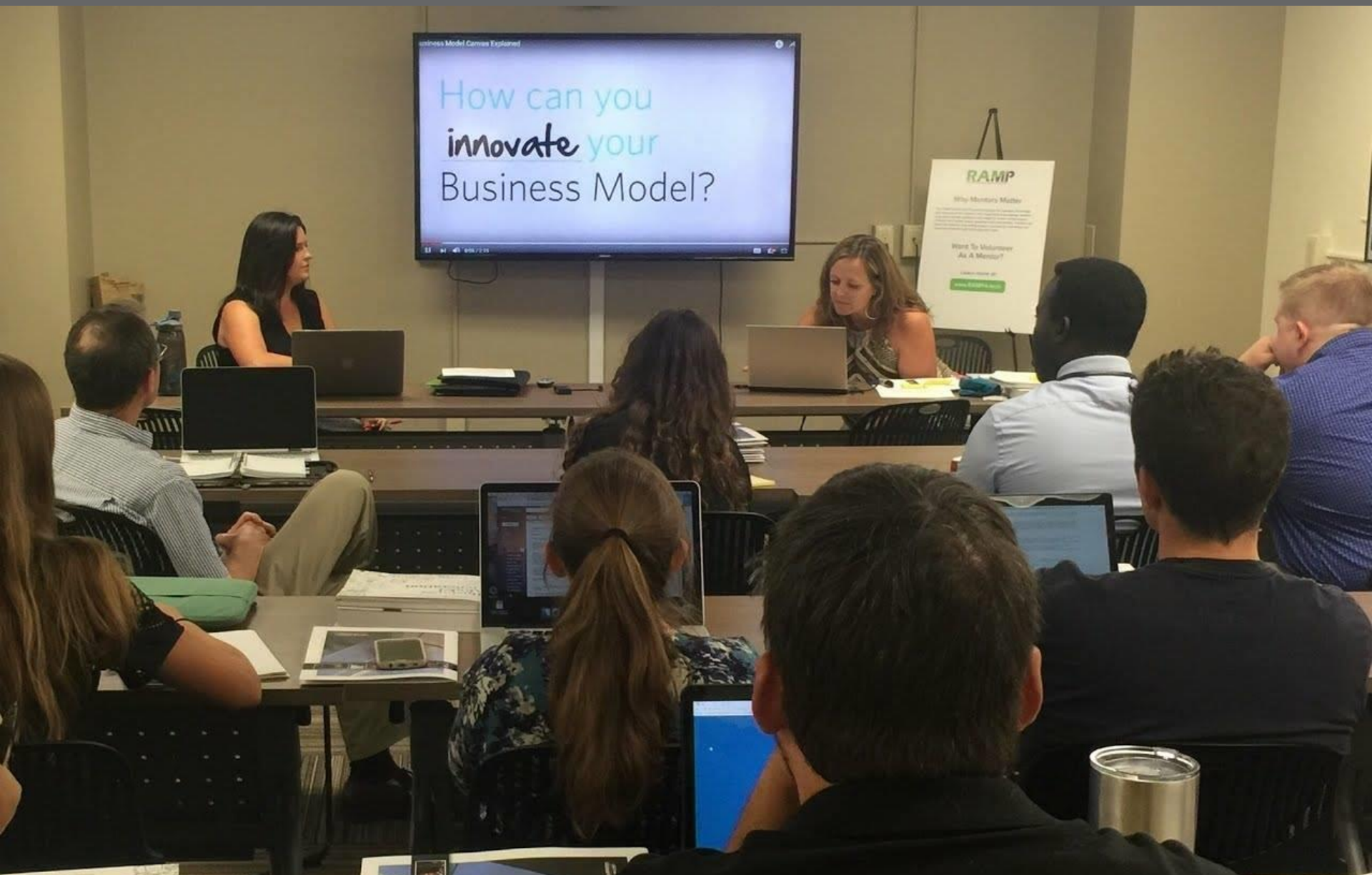
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https://www.meetup.com/RoanokeBlacksburgStartupClub/events/237229396/ ▼

Education & Mentorship



The Broader Economic Impact



**High start-up
success rate**



**More
job growth**

Barriers to Start-up Formation

Cost of getting first customer

Cost of getting product wrong

Long technology-development cycles

Number of risk takers

Barriers to Start-up Formation

~~Cost of getting first customer~~

~~Cost of getting product wrong~~

~~Long technology-development cycles~~

~~Number of risk takers~~

Sponsors & Supporters



GENTRY LOCKE
Attorneys



COMMON WEALTH



SPILMAN
ATTORNEYS AT LAW

Thank you to DHCD for your support

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COMMUNITY DEVELOPMENT

Street



**VIRGINIA DEPARTMENT OF HOUSING
AND COMMUNITY DEVELOPMENT**

Partners for Better Communities